

Nike's Equality Lie: Workers Speak Out – Unmasking the Reality Behind the Swoosh

On May 30, 2024, the Asia Floor Wage Alliance (AFWA) and Global Labor Justice (GLJ) hosted a pivotal webinar titled “*Nike's Equality Lie: Workers Speak Out.*” This event provided a platform for women garment workers from Nike's supply chain to share their lived experiences, challenging the brand's public narrative of equality and empowerment.

The webinar was a significant moment in the ongoing ‘Fight the Heist’ campaign, which began in 2023 to address wage theft and exploitation in Nike's supply chain. Workers from factories like Violet Apparel in Cambodia and Hong Seng Knitting in Thailand recounted their struggles, highlighting issues such as unpaid wages, unsafe working conditions, and lack of gender equality. A single mother from Cambodia, spoke about her financial hardships after losing her job during the COVID-19 pandemic, while a worker from Indonesia detailed her ongoing fight for fair wages and safe working conditions after 13 years at a Nike supplier factory.

Despite Nike's extensive marketing campaigns promoting equality, the webinar underscored a stark contrast between the brand's image and the realities faced by its workers. In the first quarter of 2024, Nike spent \$1 billion on marketing, yet it has been reported that the company owes \$2.2 million in unpaid wages to workers from the aforementioned factories.

The event concluded with calls for Nike to address these disparities by settling outstanding wage claims, halting shareholder payouts until workers are compensated, and overhauling its global supply chain practices to ensure fair treatment for all employees.

Watch the webinar here: <https://www.youtube.com/watch?v=6EBdYcM49YU&t=9s>